



August 3, 1998

HELEN A. BURKE  
Account Manager  
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TO ROU'S:	1110	1310	1710	2110	2310	2910	6710
	1210	1610	1810	2210	2610	6210	6910

**FOR: DISSEMINATION TO ALL RETAIL MANAGERS AND RETAIL REPS  
WITH CVS RESPONSIBILITY -- CID: 0303 XXXX**

**RE: CVS / REVCO**

Ladies and Gentlemen:

As you know, all remaining contracts in the old Revco stores were ended as of June 30, 1998. We no longer have any merchandising contracts with this chain. If there are any displays still on location, you may remove and use as you wish.

Based upon CVS's volume, it is our decision not have a merchandising contract. All CVS stores will be classified as PM Exclusive and Merchandising Neutral. This will be handled by the Boston ROU. We will not be working any Value Added Promotions and you are not to promote any product at store level.

CVS is presently making decisions on the cigarette items that they will carry for the next year. Cigarette plan-o-grams are being developed to reflect the different SOMs brands have in the different areas serviced by CVS. I should have all this information by the middle of August and will notify you as soon as I receive the finalized lists.

I appreciate your help with this chain. Please contact me if you have any questions.

Sincerely,

*Helen*

H. A. Burke

HAB/nsk

cc: Lucinca Sheer  
Don Fitzgerald  
ROM's  
RBM's

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